LEO BURNETT COMPANY, *Inc.*

Ad No. 150—Req. No. 15858—Back cover (5¾ x 7¾ inches)—Bleed—4 colors (A

TV Guide, November 11, 1961

What makes a man an Alpine smoker?

Flavor-that's what!

Real tobacco flavor — that's what makes smokers take to Alpine. Hearty flavor from a blend of rich, aged tobaccos brightened with menthol freshness.

Alpine: A rich smoke—a smooth smoke—a refreshing smoke.

Change to Alpine filter cigarettes

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